

## Mapping the circle: Systemic analysis of the experiences of circular economy in Italy through an app

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## Mapping the Circle. Systemic analysis of the experiences of circular economy in Italy through an app

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## Circular Economy does exist

More and more **companies** are producing or distributing goods and services to reduce waste and environmental impact to a minimum



More and more **people** are giving value to sustainability when they buy.



However, **circular companies** and **responsible customers** often do not meet (each other).

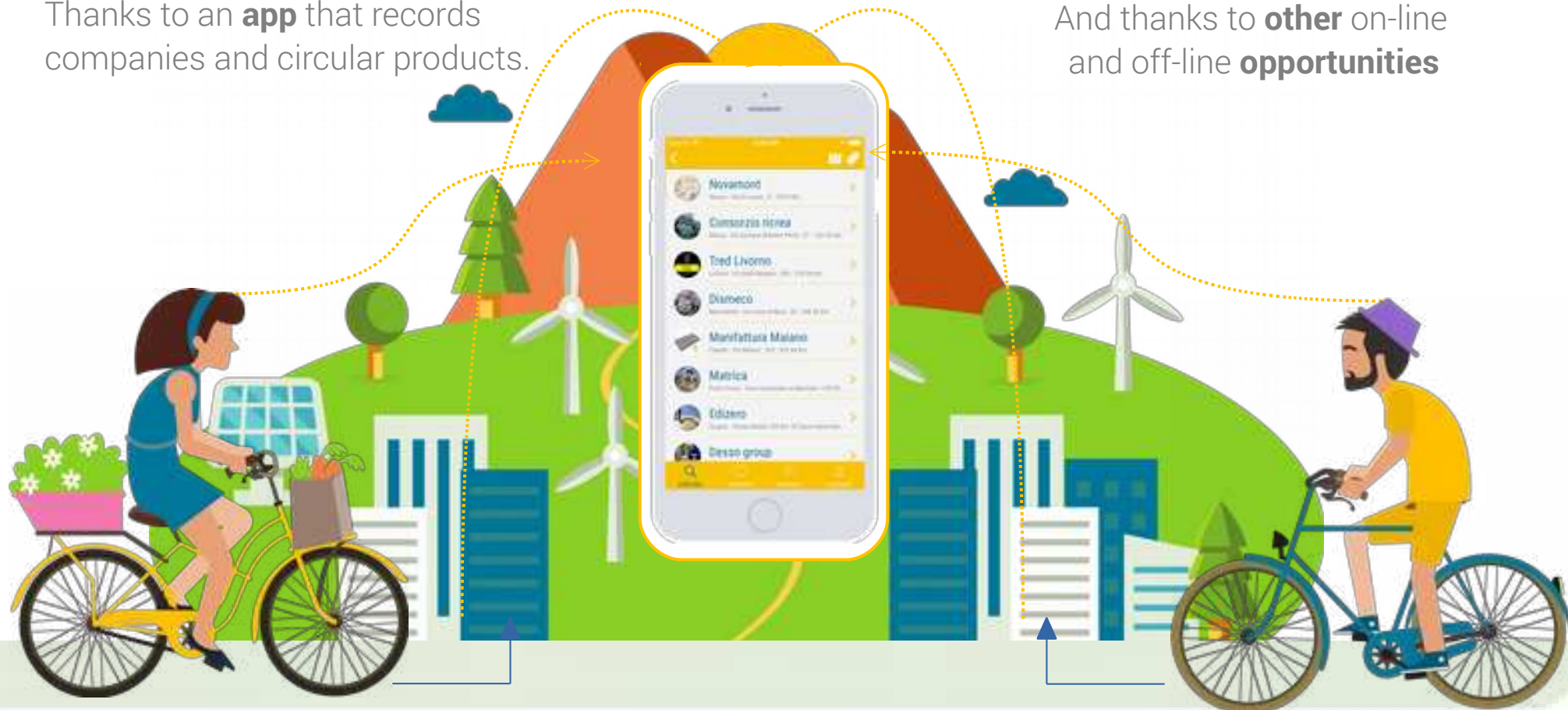


# Mercato Circolare connects companies and people



Thanks to an **app** that records companies and circular products.

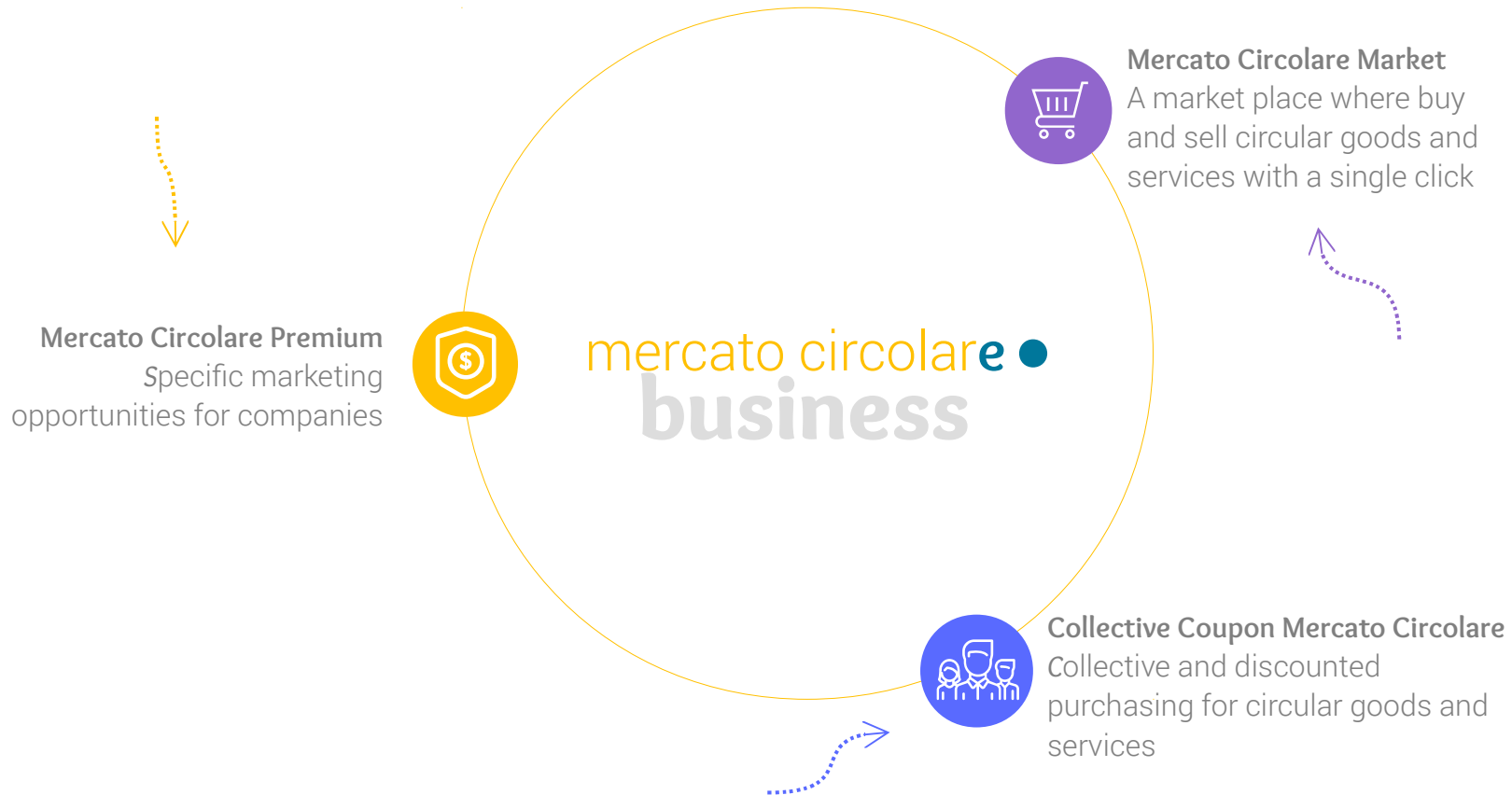
And thanks to **other** on-line and off-line **opportunities**



# Mercato Circolare is knowledge



# Mercato Circolare is **business**

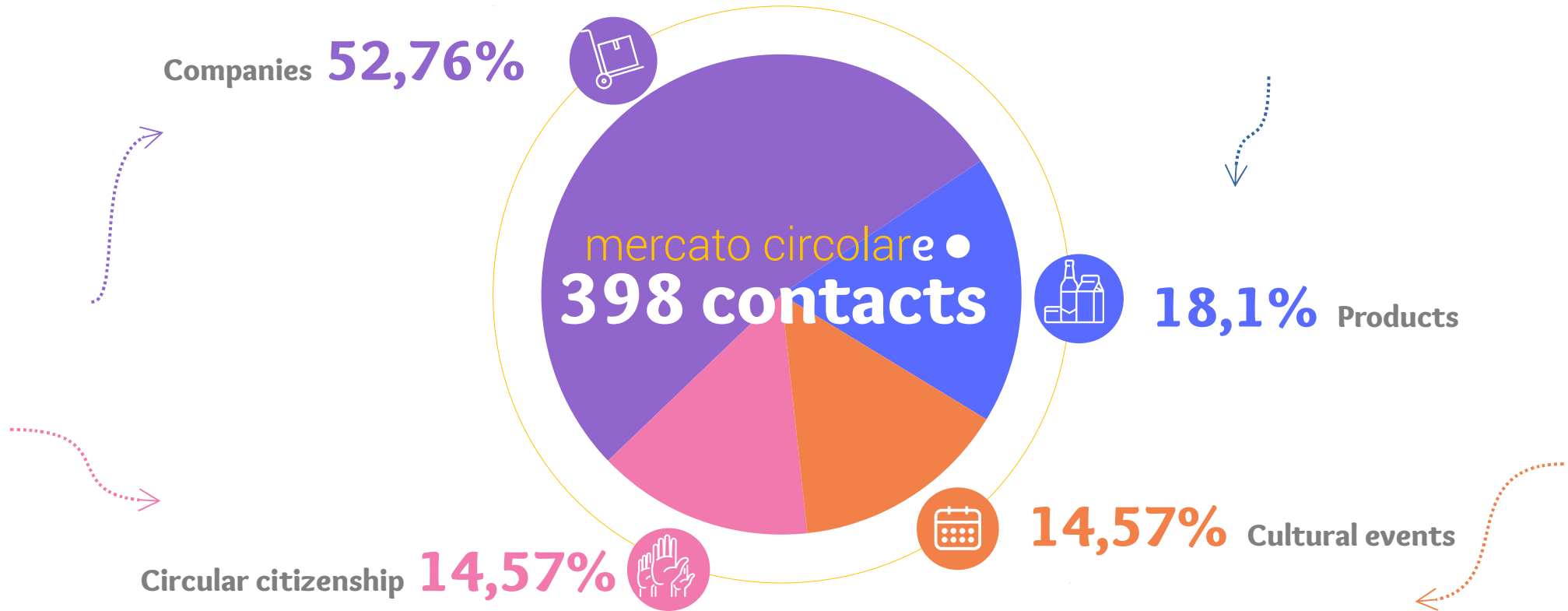


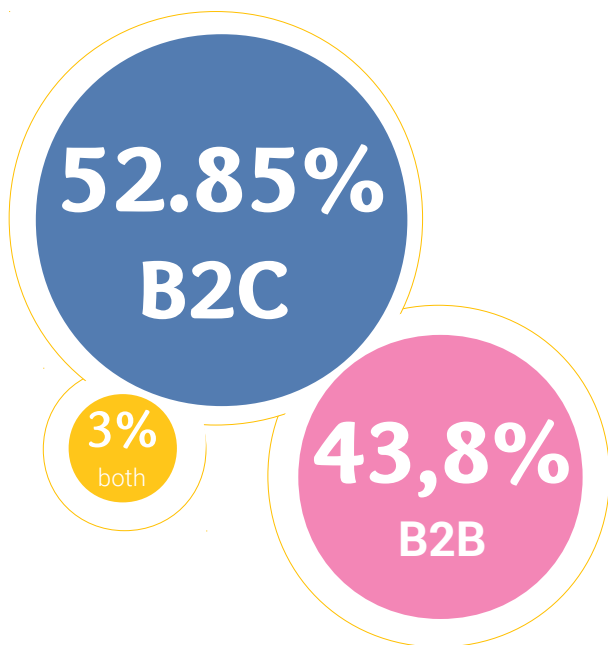
# Mercato Circolare is guaranty



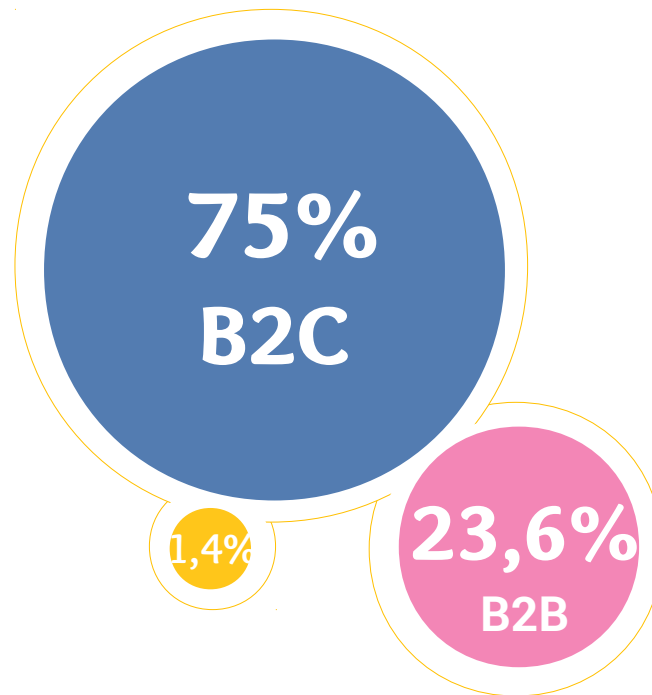


# Mercato Circolare contacts





**Companies**



**Products**

# Circular economy business model



**Bio-based:** supply from material and energy bio-based



**Ricycling:** creation of second row material



**Upcycling:** generating value from waste (ideation and transformation)



**Life extension:** repair, reuse (secon hand, on tap product), regenerate



**Sharing platform:** the user is the owner of the good that shares with others (for free or on payment)



**Product as a service:** use vs possession

## And additional trasversal business model



Trade (b2b, b2c)



Consulting

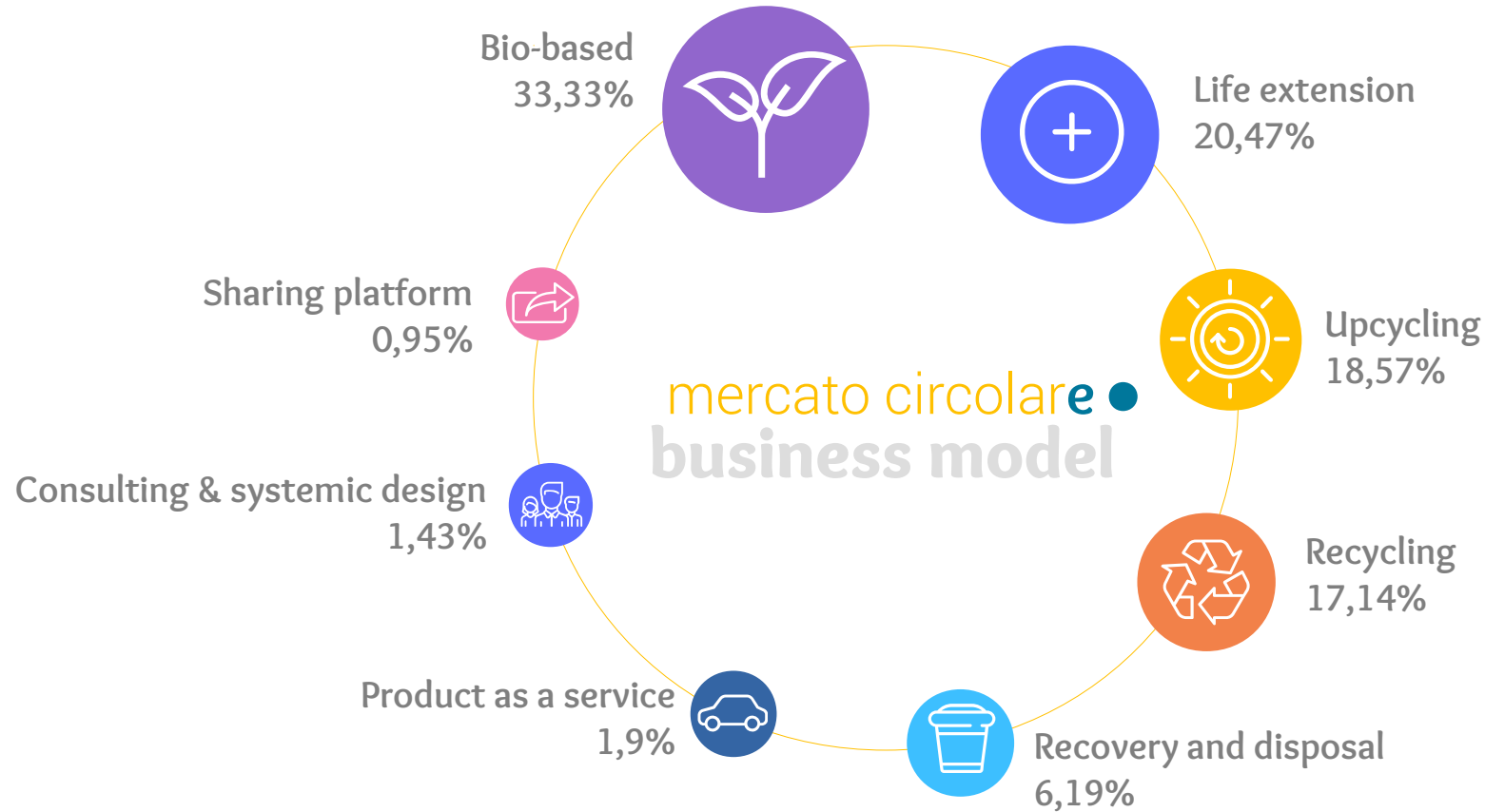


Research

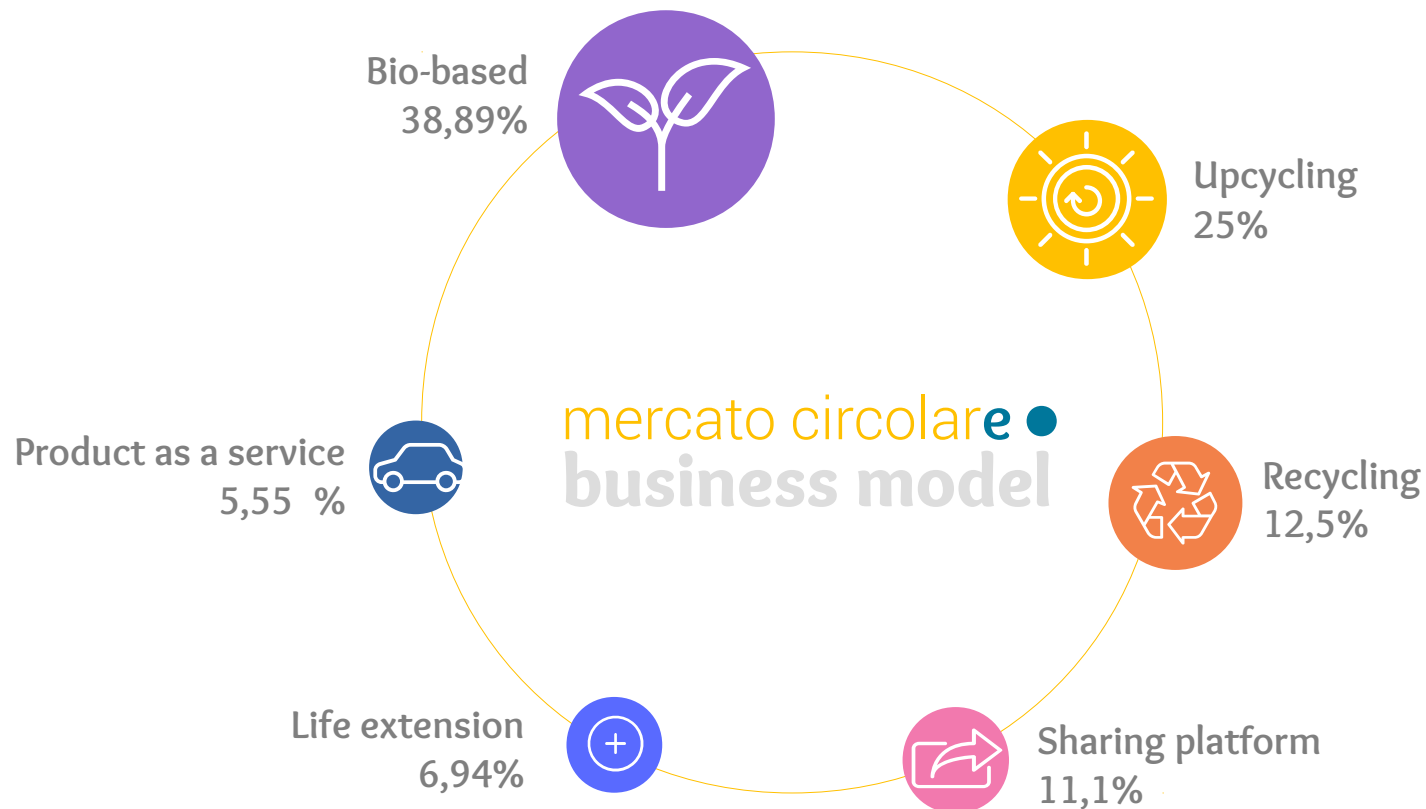


Edutainment (education + entertainment)

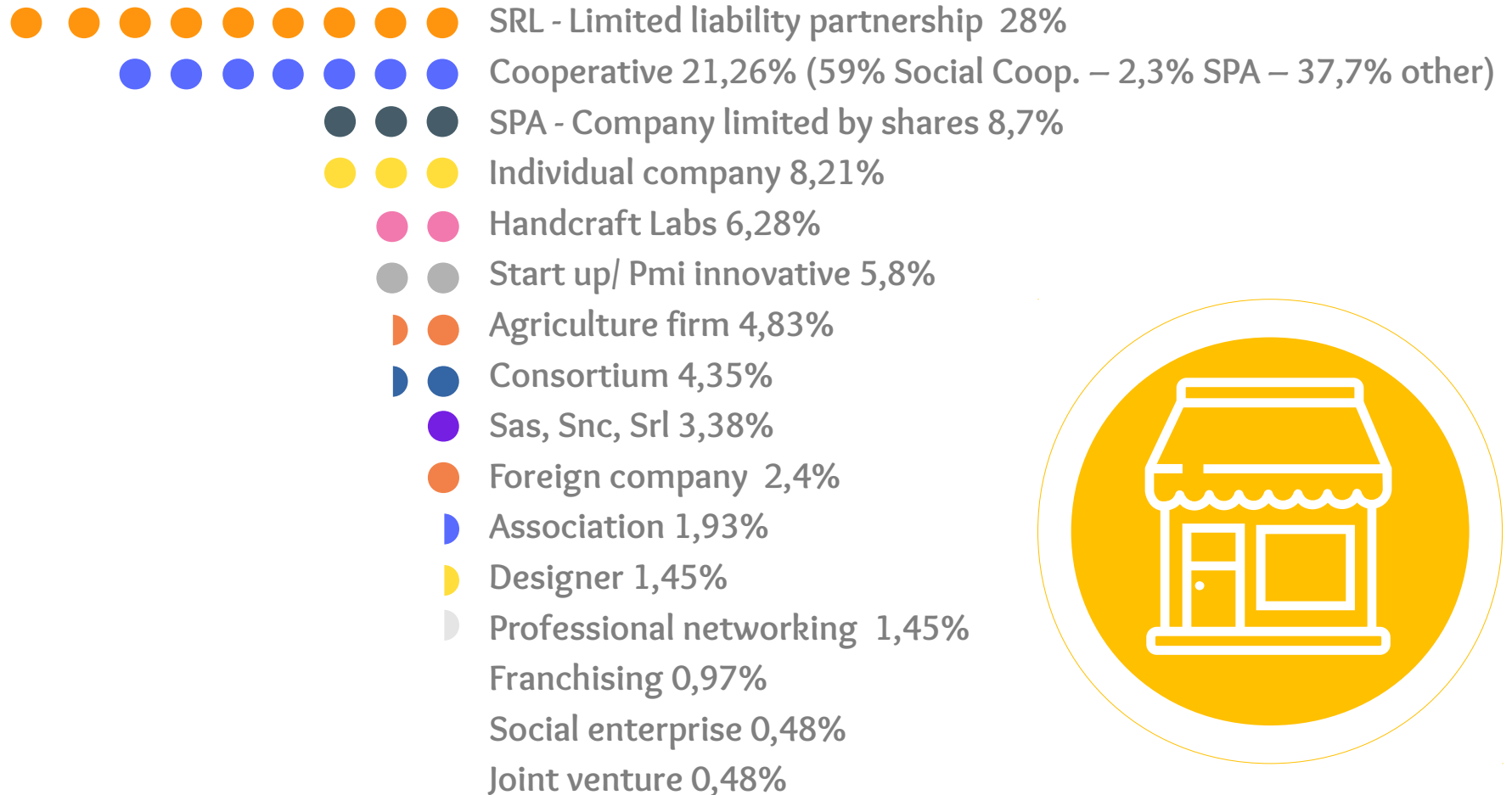
# Companies: business model



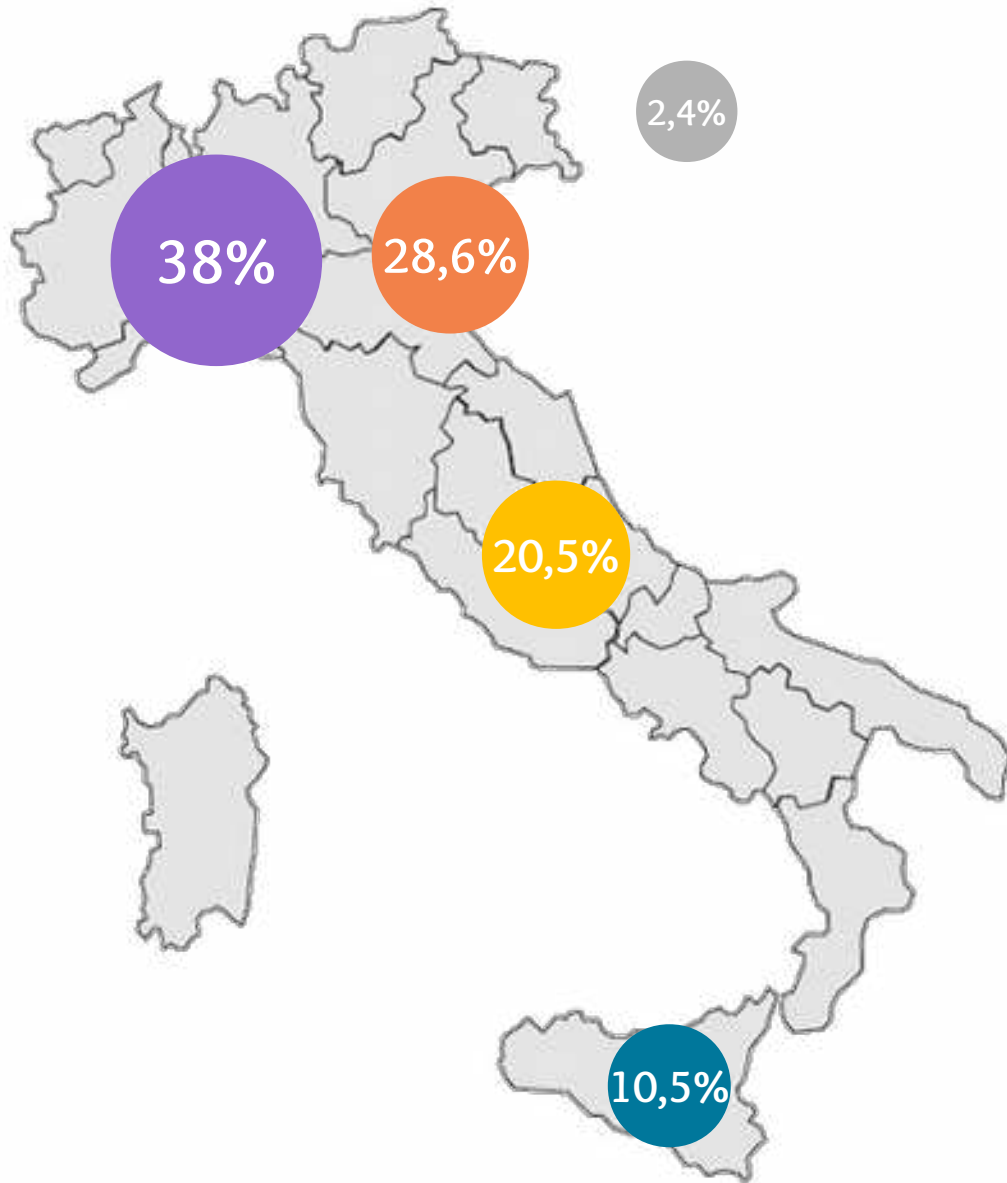
# Products: business model



# Legal identity



## Geographic area



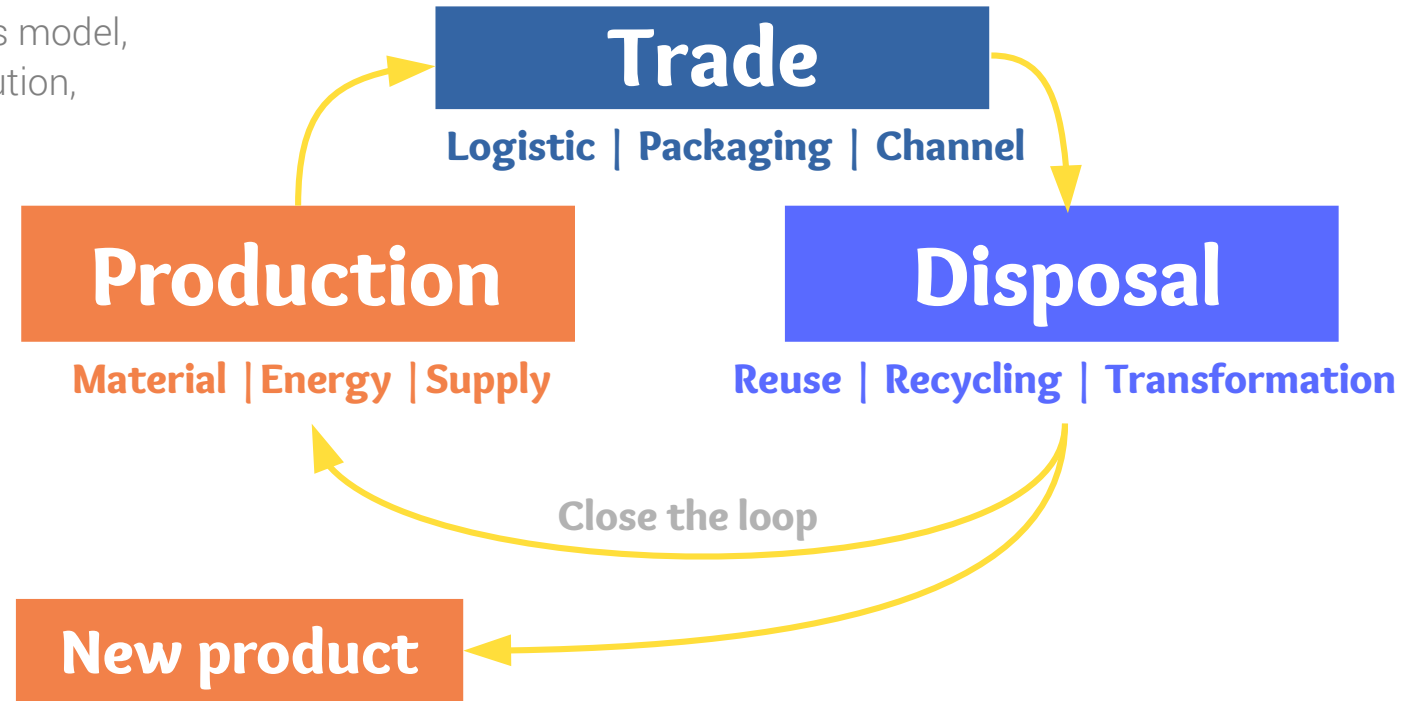


# Research questions

**1 Cross-analysis of the variables**  
(location, legal entity, business model, business field, year of constitution, size)

**2 Visualize the flow**  
of circularity for each entity

**3 Identify**  
- Mixed indicator of circularity for each entity  
- Real and potential connection index between entity



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Thanks for your attention